

CITY OF VAUGHAN

EXTRACT FROM COUNCIL MEETING MINUTES OF JUNE 25, 2013

Item 3, Report No. 32, of the Committee of the Whole, which was adopted without amendment by the Council of the City of Vaughan on June 25, 2013.

3 CONTRACT AWARD – RFP13-178 ADVERTISING AT RECREATION FACILITIES

The Committee of the Whole recommends approval of the recommendation contained in the following report of the Commissioner of Community Services, dated June 18, 2013:

Recommendation

The Commissioner of Community Services, in consultation with the Director of Recreation and Culture and the Director of Purchasing Services, and the Manager of Facilities and the Manager of Operating Budgets, recommends:

- 1) That Contract RFP13-178, Advertising at Recreation Facilities, be awarded to Futuresign Multimedia Displays Inc. for a three (3) year term commencing September 1, 2013, with an option to renew for two (2) additional one (1) year terms at the discretion of the City; and
- 2) That the Mayor and City Clerk be authorized to sign the appropriate documents.

Contribution to Sustainability

This report is consistent with the priorities previously set by Council in the Green Directions, Vaughan, Community Sustainability Environmental Master Plan, Goal 4, Objective 4.2:

- To ensure that the City of Vaughan attracts businesses and investment that will result in well-paying jobs for Vaughan citizens, a sustainable tax base and continuing prosperity into the 21st century.

Economic Impact

On an annual basis, the implementation of RFP13-178 will generate approximately \$58,000 in guaranteed revenue per year for a contract term of three years. The revenues will be used to offset Recreation and Culture operating budget expenses.

Communications Plan

RFP13-178 Advertising at Recreation Facilities was publicly advertised on the City Page, Bidding and OPBA on May 16, 2013, with a closing date of May 29, 2013. The successful proponent will be advised of Council's decision.

Purpose

The purpose of this report is to obtain Council's authorization to enter into a three (3) year contract effective September 1, 2013 with an option to renew for two (2) additional one (1) year terms, with Multimedia Displays Inc. for the rental of advertising space at Recreation facilities.

Background - Analysis and Options

The current contract for arena board and miscellaneous advertising at recreation facilities will expire on August 31, 2013. Accordingly, the City of Vaughan issued and advertised RFP13-178 on May 16, 2013 with a closing date of May 29, 2013. Six (6) proponents picked up the RFP documents from the Purchasing Services Department. On May 27, 2013 addendum no.1 was issued. Two (2) proponents submitted a proposal:

1. Futuresign Multimedia Displays Inc.
2. Nustadia Media

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An evaluation team comprised of the Recreation and Culture, Building and Facilities and Budgeting and Financial Planning departments and facilitated by the Purchasing Services department was established. The evaluation and selection of the proposals received was based on the following criteria as detailed in the proposal documents:

Components	Rating
Revenue Proposal	45 points
Overall Business Plan	30 points
Added Benefits/Incentives	10 points
Reference/Company History	10 points
Audited Financial Statement	5 points

Futuresign Multimedia Displays Inc. obtained overall satisfactory scores based on bid document criteria. With their high score, revenue commitments, a well prepared business plan and overall reputation within the industry; it is our recommendation to award Futuresign Multimedia Displays Inc. with contract RFP13-178.

Futuresign Multimedia Displays Inc. is our current contractor and has operated in Vaughan for over 13 years. Futuresign provides local businesses with an opportunity to advertise and deliver branding and community profile to the local market area. Through mutual benefit to all involved parties, Futuresign has been able to establish ongoing successful relationships with many clients, and where possible, provide useful infrastructure to the City at no cost.

Arena board and other advertising media proposed for city-operated community centres (clocks, televisions, recycling bins and dry erase boards) allow local businesses a venue to advertise goods and services. Flat screen televisions in the lobby and fitness areas broadcast news, weather and sports. All advertising mediums used in the program are at the expense of the contractor and advertisers purchasing advertising space with no additional cost to the City. Other provisional advertising initiatives have been proposed and will be assessed individually (digital e-frames, zamboni wraps, etc).

Understanding that the City is in the process of developing a strategy that includes recommendations that may relate to advertising, future iterations of the RFP for Advertising at Recreation Facilities will incorporate recommendations from that strategy once adopted by Council. In the interim, RFP13-178 respects the general context of the work that is currently being undertaken. For example, 10 percent of all advertising opportunities will be allocated back to the City to be used for promotion of City services, programs and public notices. Without additional costs to the City, the contractor will also be supplying and installing one television at each community centre. These televisions will utilize the contractor's software and technology to display City information only.

Relationship to Vaughan Vision 2020/Strategic Plan

In consideration of the strategic priorities related to Vaughan Vision 2020, the report will provide:

- **STRATEGIC GOAL:**
Service Excellence – Service levels consistent with citizen needs.
- **STRATEGIC OBJECTIVE:**
Demonstrate Excellence in Service Delivery – Consistently achieving service levels based on Council established standards and practices and by promoting a service culture.

This report is consistent with the priorities previously set by Council and the necessary resources have been allocated and approved.

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Regional Implications

None.

Conclusion

Awarding Contract RFP13-178, Advertising at Recreation Facilities, for a three (3) year contract with an option to renew for two (2) additional one (1) year terms, with Futuresign Multimedia Displays Inc. will generate revenue through the sale of advertising space at Recreation facilities.

Attachments

None.

Report Prepared By

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